

BBK/E/3/61

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Report of the Work
of the
British War Information Committee
for China
during 1918

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REPORT FOR 1918

INTRODUCTION

In their report for the years 1916/ 1917 the Committee dealt with the unorganised efforts at propaganda by Britons in China during the first two years of the war, and the genesis and organisation of the Committee, together with the work accomplished during those two years. For the information of those who may not have seen that report a brief summary is given below.

Prior to July 1916 six pamphlets in Chinese were prepared and issued; the most widely distributed being THE GREAT WAR by the China Association, of which 90,000 copies were issued.

In April 1916 proposals were submitted to H. M. Minister at Peking for the centralising of the whole work of propaganda and in July the Committee was formed.

As the Ch'eng Pao pictures had no reading matter other than titles the Committee decided to prepare and issue a newspaper with them. This became the most important of the Committee's activities.

During the period covered by the 1916/1917 report the following distribution was made

		Issues	Copies
Ch'eng Pao News Section	(Chinese)	30	3,800,000
Ch'eng Pao Pictorial Section	„	30	3,143,000
Pamphlets and Circulars	„	10	380,000
Map of the British Empire	„	1	50,000
Chen Hwa (English Monthly)	„	12	60,000

In addition to the foregoing, which, with the exception of the Ch'eng Pao Pictures, were prepared in Shanghai, the Committee received from London, and distributed copies of pamphlets in English and Chinese.

Early in 1918 the Committee changed its name from " War Propaganda Committee " to " War Information Committee " and is known under the latter title all over China. The work of the Committee has greatly

INTRODUCTION

increased during 1918 and fresh demands upon its resources have continuously been made. In practically every case the Committee have been able to meet the various calls for assistance. Further on in this Report will be found details of the various sections of the activities of the Committee but it may be useful at the outset to mention in this introduction some of the chief extra responsibilities thrown on the Committee in 1918. These were—The War Films Campaign, The Telegraph Service for Inland Places, The Daily News Service and also the supply of propaganda Literature for Siberia. Indeed the work of the Committee had grown to such an important extent that in September 1918 a proposal was submitted by H. M. Minister by telegraph to the Foreign Office that Mr. H. Phillips, Chairman of the Committee since its inception should be detached from the Consular Service and appointed Representative in China of the Ministry of Information. The kaleidoscopic changes in the war situation in October and November however, prevented this proposal being brought into effect.

Towards the end of the year the Committee gave much thought and attention to preparing plans for continuing the Ch'eng Pao after the war on a commercial basis and as the result of conferences with the Committee of the British Chamber of Commerce strong recommendations were submitted to H. M. Minister at Peking advocating the continuance of the Ch'eng Pao with some Government support, the idea being that the Ch'eng Pao should be devoted to the furtherance of British Trade and General Interests in China and should also become the official Chinese organ of the British Chambers of Commerce. Up to the present the final decision has not been received from the Foreign Office.

The sub-joined record of work done should be found interesting and will constitute proof that very substantial efforts have been steadily maintained throughout the year to instruct the Chinese nation in the true history of the war and to lead them to believe with confidence in the inevitable triumph of the Allied Cause.

PUBLICATIONS OF THE COMMITTEE

PUBLICATIONS IN CHINESE

CH'ENG PAO

During the year twenty-four numbers of the Ch'eng Pao (News and Pictorial Sections) were issued in regular fortnightly order. These were numbered from 31 to 55, No. 48 being omitted because of the loss in transit of this issue of the Pictorial Section. The first four issues of the News Section were each of 150,000 copies, whilst the remaining twenty were each of 175,000 copies. The total number of copies issued was

4,100,000

News Section

5,120,000

Pictorial Section

and weighed over 650 tons.

The Ch'eng Pao is sent by the Chinese Post Office to every part of China in accordance with mailing lists of Chinese Officials, both civil and military, literati, schools and institutions, merchants etc., supplied to the Committee by missionaries, merchants and others resident in the different districts. It is quite impossible to show in a small map all the places to which the paper goes but in the bound volume of Ch'eng Pao accompanying this report will be found a map on which have been marked all the centres to which copies for distribution are sent to resident foreigners. These copies are only sent upon the request of the correspondent in the interior.

In ports such as Swatow and Hankow the distribution was arranged by the local Committee, who first obtained from each firm or mission the number of copies required with a list of those to whom they should be sent. These lists were compared and all repeat entries cancelled. The Shanghai Committee was then given the direct mailing list with a note of the number of copies to be sent in bulk for distribution by the Committee concerned. In this way waste and overlapping are obviated.

PUBLICATIONS IN CHINESE

At the beginning of 1918 arrangements were concluded between the Hongkong and Shanghai Committees and the Ministry of Information whereby all the London printed Pictorial Sections for distribution in China were in future to be sent to Shanghai instead of as before being sent in bulk to Hongkong and Shanghai and in smaller quantities to individuals. This arrangement has also done away with a large amount of overlapping. Another advantage arising from the new arrangement was that there was thus no distribution of the Pictorial Section without the News Section. The Committee have always held the view that the distribution of the Pictorial Section by itself was a mistake since it gave no information apart from the actual titles to the pictures.

The Hongkong Committee in addition to taking care of the distribution in the Colony and certain parts of South China greatly assisted the Committee by arranging through the good offices of Mr. S. B. C. Ross, Postmaster-General, to post free of charge packets made up in Shanghai for steam-served places in China.

The Ch'eng Pao has been widely used by British firms as an advertising medium and four pages have been regularly filled in this manner. Whilst these firms have no doubt derived benefit from the wide circulation of each issue, namely 175,000 copies, the revenue so secured has considerably reduced the Committee's expenditure.

PAMPHLETS

In 1918 the preparation of Pamphlets constituted an important part of the Committee's work as will be seen from the list given below.

	Pages.	Copies
1. Proclamation by the King of the Hedjas	4.	50,000
2. Survey of the War in 1917	23.	10,000
3. Liechnowsky Memorandum: Telegraphic Summary	7.	10,000
4. " " Partial text	22.	20,000
5. The Causes of the War	18.	35,000
6. Notes for Lectures	12.	1,000
7. Liechnowsky Memorandum. Full text	46.	25,000
Forward		151,000

PAMPHLETS IN CHINESE

	Pages.	Copies.
Forward		151,000
8. Treatment of Prisoners in British and German Camps	16.	5,000
9. Finance---British and American	9.	5,000
10. Terms of the Armistice	8.	20,000
11. Chinese Labour Corps	40.	20,000
12. League of Nations and Terms of the Armistice compared with German exactions	28.	10,000
13. The "Fight for Right" Pocket Book	104.	10,000
Total number of copies		<u>221,000</u>

The following information regarding these pamphlets is worth noting.

1. An English translation together with a copy of the original was received from London and was translated for distribution in the Mohammedan districts of China.

2. This was prepared from the Survey of the War printed in the North China Daily News and appeared in the Ch'eng Pao before being issued as a pamphlet for distribution in schools, offices, etc.

3.—Reuter's first telegraphic summary of the Lichnowsky Memorandum was put into Chinese immediately and printed in the Ch'eng Pao. It was afterwards issued in pamphlet form.

4. Mr. Robertson Scott of the 'New East,' an English magazine published in Japan, received a fuller text of the memorandum than had reached China and by arrangement supplied a copy to the Committee. The Committee issued this also as a pamphlet and supplied a copy of the English text to the North China Daily News for publication.

5. The Hongkong Committee sent a copy of a lecture delivered by Sir Charles Eliot, K. C. M. G., then Vice-Chancellor of Hongkong University, with the suggestion that it would make a useful pamphlet in Chinese. The pamphlet has been well received and copies were distributed at the close of the meeting when Sir Charles Eliot subsequently delivered the lecture in Peking.

6. With the idea of assisting the lecturers, whom it was intended to employ for tours in certain districts, notes on the following topics for lectures were prepared, e.g. 'Britain's purpose in the war, the Vista of Victory,

PAMPHLETS IN CHINESE

Guilt of Germany, Break Prussia's militarism, and Peace now suicidal.' The war came to an end before the scheme became fully operative.

7. Although the Committee had already published two pamphlets dealing with the Lichnowsky Memorandum it was considered advisable to publish the complete text as given in the small book issued by Messrs. Cassell and Co. Two pamphlets were therefore prepared, one in Chinese and one in Chinese and English for the special use of schools. The publication was highly successful and one Chinese newspaper in Shanghai reprinted it in successive issues.

8. From time to time in the Ch'eng Pao there had appeared articles on the treatment of prisoners in German and British camps, which had been prepared from official reports of Committees of Investigation and of neutral visitors.

9. The manner in which Great Britain whilst carrying on the war has raised from taxation an ever-increasing part of the cost of the struggle without seriously interfering with the life of the nation is shown in this pamphlet with its diagram. The article on American finance proves that the German claim that America entered the war for the benefit of her moneyed class is absolutely false.

10. The day following the receipt of the terms of the armistice they were summarised and telegraphed by the Committee to twenty-three different places in the interior where they were translated and published without delay by the correspondents of the Committee. On the same day a full Chinese translation of the terms was posted from Shanghai to every Chinese newspaper and also sent to every part of China for distribution.

11. This pamphlet was prepared with the object of dispelling false rumours regarding the coolies in France and of providing something for the relatives of the men to keep. It was based on Mr. E. M. Gull's article 'The Story of the Chinese Labour Corps,' Dr. Fearn's descriptive letters about the journey and arrival in France of a contingent, and the reports from France on the work of the corps. It is illustrated with blocks made from photographs taken in Shantung and France.

CIRCULARS IN CHINESE

12. Using Viscount Grey's pamphlet, Dr. Darroch prepared an article on The League of Nations in such a way as to present the subject intelligibly to Chinese readers. As a supplement The Terms of the Armistice are printed with notes shewing how generous these terms are to Germany when compared with Germany's terms to France in 1871, to Russia and Rumania in 1917 and with the terms announced by her for France and Britain when and if the victory was gained by her.

13. The Fight for Right Pocket Book when received from London suggested the preparation of a similar work in Chinese for 1919 and Dr. Darroch undertook the task. He has used such matter in the English version as could be adapted and has added new matter. The book has been distributed mainly to Chinese Schools, and Chinese Officials.

A copy of each of the above pamphlets will be found in the accompanying volume marked Pamphlets and Circulars.

CIRCULARS

In order to provide Chinese newspapers in Shanghai and throughout China with news to which it was desirable they should give prominence, the Committee from time to time sent out single sheet circulars.

The list for 1918 is as follows:—

1. Canada and Chinese Students...	500 copies
2. British Red Cross	500 "
3. Warning to Chinese Businessmen	31,000 "
4. Speech by Mr. Lloyd George	20,000 "
5. Ch'eng Pao Expresses	287,000 "
6. News Summary	5,000 "
Total number of copies ..	<u>344,000</u>

Below is given a short explanation of each circular.

1. This circular announced the rescinding of the rule that all Chinese entering Canada had to pay a tax of G. \$500, and the consequent free admission of Chinese students for purposes of education at Canadian Universities.

CIRCULARS IN CHINESE

2. This deals with the work and claims of the British Red Cross and was issued in connection with the 'Our Day' appeal made on behalf of the Society in October 1918.

3. Reports having been received that a German campaign amongst Chinese merchants was on foot advising that they should cancel contracts with allied firms and place them with German firms, the above circular was issued as a warning against being led astray. One report had it that the Germans were telling the Chinese that they would be in a much better position on the conclusion of peace to execute orders, both as regards time and price, than allied firms. This circular proved a very useful publication. At Canton H. M. Consul-General, in addition to distributing copies received from Shanghai, had 100,000 copies printed in Cantonese colloquial for use in Kwangtung, where, by reason of the many German missionaries engaged in Educational and other work, the feeling was strongly pro-German.

4. Mr. Lloyd George's speech at the Mansion House on November 9 was immediately issued in Chinese and reprinted by the Shanghai Chinese Press the day after issue.

5. Early in September when the Allies' victories were becoming increasingly important the Committee began the publication of a daily sheet of about 700 characters issued as a 'Ch'eng Pao Express' or 'Extra'. This sheet gave the gist of the news received during the morning by the French Wireless Station and by Reuter. 8000 of these Expresses were distributed daily by messengers to Chinese newspapers, firms and places of resort in Shanghai and by post to Ningpo, Wuhu, Hangchow, Chinkiang Nanking and Wenchow. By these means important news was scattered broadcast some twelve to twenty-four hours ahead of the ordinary newspaper. The Chinese newspapers reprinted these messages, the issue of which was not continued after November 30.

6. It had been decided to send out a weekly summary of the more important items of news for the interior but as the armistice was signed on the day when the first summary appeared the publication was discontinued.

POSTERS, AND PUBLICATIONS IN ENGLISH

POSTERS

The Tank

10,000 copies

Using one of the official photographs of a Tank as an illustration the Committee added suitable reading matter in Chinese and prepared a poster of a size suitable for display in shops, at city gates, on the walls of houses, etc.

Moshi Document

The Posters based on this document and sent from London in 1916 could not be displayed owing to German protests to the Wai Chiao Pu and the Committee had to content themselves with printing a translation in the Ch'eng Pao (No. 6) and posting copies of the Poster along with it. In 1918 12,000 fresh copies of the poster were printed and were posted by the British-American Tobacco Company and others chiefly in Mohammedan centres in North and North-West China.

Copies of the posters will be found in the Ch'eng Pao volume.

PUBLICATIONS IN ENGLISH

CHEN HUA

83,000 copies

This monthly magazine in English which is prepared chiefly from the most suitable of the pamphlets received from London was continued and was distributed to missionaries, schools where English is taught, neutral firms etc. Further, in connection with the Victory Celebrations 20,000 copies of a special "Victory" number were issued.

MY MISSION TO LONDON

5,000 copies

As the Committee previous to the receipt of this pamphlet from London had issued Chinese translations of the important parts of Prince Lichnowsky's Memorandum as telegraphed (1) to Reuter, Shanghai, and (2) to 'The New East' in Japan, it was deemed advisable to publish the complete English text along with a full translation into Chinese, in order to remove any doubt there might be in the minds of educated Chinese as to the correctness of previous publications.

CHINESE LABOUR CORPS

50,000 copies

The Editor of the Far Eastern Review offered to print off as many copies of Mr. E. M. Gull's article upon the organization of the Chinese Labour Corps as the Committee cared to use and the opportunity to disseminate information upon this subject was gladly taken.

PUBLICATIONS HANDLED BY THE COMMITTEE

CH'ENG PAO PICTURES WITH RUSSIAN LETTERPRESS

At the request of H. M. Legation at Peking the Committee undertook to arrange for supplying to Harbin and Vladivostock the Ch'eng Pao Pictures imprinted with the titles in Russian. With the assistance of the Russo-Asiatic Bank the work was taken in hand but after having completed 13,000 copies of each of eight numbers the work was discontinued as owing to objections raised by H. M. Consul at Vladivostock to the Chinese titles still remaining on the pictures it was decided to send out pictures with Russian titles alone direct from London. Harbin, it may be mentioned, had no fault to find with the combined Russian and Chinese titles on the pictures.

In any case owing to the taking over by the Japanese Military Authorities of the railway between Dairen and Harbin it was found impossible to deliver all the copies printed at Shanghai until February 1919.

AL HAKIKAT AND SATTYA VANI

These pictorial sheets for natives of India in China have been regularly distributed by hand and by post, 1000 copies of each arriving every fortnight.

ARABIC PUBLICATIONS "EL KIBLA"

Copies of an Arabic paper sent from Cairo have been posted to addresses in Chinese Turkestan supplied by H. M. Consul-General at Kashgar.

SENJI GAHO

In response to a request from the Ministry of Information the Committee offered to distribute amongst the Japanese in China 1000 copies fortnightly of the Japanese Ch'eng Pao i.e. Senji Gaho. Six lots have so far been distributed.

REALITY

12,000 copies of this leaflet, which is sent out from London, have been issued.

TELEGRAPH SERVICE

In the summer, a service of short telegrams announcing allied victories and other interesting war news was inaugurated. The list of places that could be reached was very incomplete owing to the continued unrest throughout China and the very inefficient working of the Chinese Telegraph Administration.

The list of places is as follows:—

Province.	Town.	Province.	Town.
Anhui:	Anking.	Hupei:	Ichang.
Chekiang:	Wenchow.		Shasi.
	Shaohing.		Siaokan.
	Hangchow.	Kiangsi:	Kiukiang.
Fukien:	Kienning.	Manchuria:	Liaoyang.
	Hinghua.	Shantung:	Tsinan.
	Foochow.		Taian.
	Amoy.		Choutsun.
Honan:	Weihui Fu.	Szechwan:	Batang.
	Hwaiking.		Chengtui.
Hunan:	Changsha.		Fowchow.
	Hengchow.		Mienyang.
	Yiyang.		
	Yungchow.		

Complaints were often received about the non-arrival of the messages, and the lateness in delivery. In some cases Shanghai newspapers containing the news were received before the telegrams, a typical instance of the excuses given by the Chinese Telegraph Administration is shown by the following letter from them:— “your message to Hinghua, we have received information to the effect that the telegram was not forwarded owing to that place has been looted by bandits and has therefore been subject to delay.”

The messages were sent in English to correspondents in the places named who made copies in English for the foreigners resident in the district,

TELEGRAPH SERVICE

and also elaborated and translated the messages into Chinese, making the copies necessary to ensure a quick and wide distribution of the news. Each correspondent had to decide for himself upon the method best suited to his district but summarised the methods employed were—the supply of copies of the messages for reproduction in the local Chinese press, the distribution of circulars to Government offices, institutions, business houses and leading people, and the display of posters.

In Honan the members of the Canadian Presbyterian Mission arranged that the two central stations receiving the telegrams should at once forward copies by post or by messenger to all outlying stations so as to tap every part of the province. Moreover at the services on Sundays the messages received during the preceding week were read and explained.

Twenty-nine telegrams of an average length of 54 words were issued altogether in the series which was continued up to the signing of the armistice. A special message giving a summary of the terms of the armistice was also telegraphed. As stated elsewhere in this report the full text in Chinese was posted on the same day.

CINEMA

The Committee commenced their operations in September 1917 and ceased in February, 1919. It has therefore been decided to make this Report cover the whole period.

The following Films were received and used for exhibitions:—

RECEIVED IN 1917

Sons of Our Empire and Peronne.
Dorchester Prisoners.
King George's Visit to the Fleet.
Battle of Arras.
Capture of Messines.

RECEIVED IN 1918

Chinese Labour Corps.
Canadian Forestry Corps.
Portuguese Expeditionary Force.
German Officer Prisoners.
With the British Flying Corps.
Allenby's Entry into Jerusalem.
British Naval Air Fighters.

Fighting in Mesopotamia.
Topical Budgets 327-362.
American Troops.
The Triumph of the Vindictive.
South African Native Labourers.
Repairing War's Ravages.
Egyptian Labour Corps.
The Story of the Drifters.
American Troops in London.
Woolwich Arsenal.
The Nation's Food.
The New Crusaders.
The Women's Land Army.
Care of the Wounded.

The following were received subsequent to the instructions from London to terminate the work on 31 December 1918 and have not been shewn:—

Topical Budgets 364-373
Lightning.
Menagerie Mix up.

Exhibitions have been made in fifty-one places, namely:

Province.	Place.	Province.	Place.
Chekiang:	Hangchow.	Chihli:	Peking.
	Ningpo.		Tientsin.
	Kashing.		Tongshan.
	Wenchow.		Peitaiho.

WAR FILMS EXHIBITIONS

Province.	Place.	Province.	Place.
Fukien :	Amoy.	Manchuria :	Newchwang.
	Foochow.		Mukden.
Hunan :	Changteh.		Kirin.
	Changsha.		Harbin.
	Taoyuan.		Tiehling.
	Yiyang.		Changehun.
Hupeh :	Hankow.		Liaoyang.
	Hanyang.		Antung.
	Wuchang.	Shansi :	Taiyuanfu.
	Wusueh.	Shantung :	Tsinan.
	Ichang.		Tsingtao.
Kansuh :	Lanchowfu.		Chefoo.
Kiangsi :	Kiukiang.		Wei haiwei.
	Kuling.	Szechwan :	Chengtú.
	Nanchang.		Chungking.
Kiangsu :	Shanghai.		Tzechow.
	Soochow.		Tzeliutsing.
	Nanking.	Yunnan :	Mengtze.*
	Chinkiang.		Yunnanfu.*
Kwangsi :	Pakhoi.*		
	Chuilin.*		
Kwangtung :	Canton.*		
	Fatshan.*		
		and	
		Hongkong.*	

At the places marked with an asterisk the exhibitions were in charge of the Hongkong Committee to whom films were supplied from Shanghai.

For the exhibitions at Lanchowfu, Taiyuanfu, Peking, Tientsin, Tongshan and Peitaiho, the Committee sent films only, as cinema machines and electric light were available.

Films were exhibited on 593 occasions and were seen by at least 373,537 persons. These figures are only approximate and it is most probable that they constitute an underestimate. In some cases the local committee in charge of the exhibitions sent approximate figures whilst in others, when films had been lent to Red Cross Committees, no returns were made.

When in 1917 the Committee consented at the request of H. M. Legation to take over the management of the War Films campaign it was hoped that conditions in China would shortly become more settled so as to

CINEMA

permit of tours being undertaken in the interior. Unfortunately the unrest has continued during the whole period and in January 1919 the Committee's staff in West China has had to travel under military escort. The parcel mail to Lanchowfu has also been interrupted for nearly a year owing to robber bands in Shensi and other parts of Central China. By reason of these disturbed conditions the work of the Committee has been restricted and so the figures given above are not half what, in more normal times, they might have been.

The general result, however, cannot be regarded but as highly satisfactory from a propaganda point of view.

With regard to the Films the most diverse opinions were held. For instance, Hongkong residents considered that none of the films sent out were of interest either to Europeans or Chinese. At Foochow in April 1918 the films were withdrawn owing to their shewing no actual fighting. On the other hand at Nanchang, the capital of the province of Kiangsi, the films were much appreciated by over 7,000 people and brought an interesting letter from the Secretary of the Y. M. C. A., an American, from which the following extracts are given.

The films were officially shown for the first time before the Civil Governor, the acting Military Governor, the chief of police, a number of military officials and several department heads. During the next three nights an opportunity was given for the under-officials from both yamens to see the pictures. On one of these nights the speaker of the Provincial Assembly with thirty or forty members was present.

.....

The Commissioner of Education was of great help. He issued an order that all the schools in the city should see the pictures. He deputed one of his department heads to schedule the meetings. The Commissioner himself came on several occasions. He talked at length on the educational value of the motion picture.

.....

At the end of fifteen days the Kiangsi Educational Society, which is entirely under the management of the Chinese, borrowed the outfit for three nights.

LANCHOWFU AND TSINANFU EXHIBITIONS

Let me say that we feel that Nanchang has been greatly helped by the pictures. To get the Civil Governor out was a victory in itself. He is an old-fashioned, conservative official. The military officials were decidedly enthusiastic about the films. The pictures have not only successfully shown that Great Britain is a nation of tremendous power but they have also broken down the age-long conservatism of Kiangsi and rendered it more friendly to foreign intercourse.

Other places where the exhibitions were remarkably successful were Lanchowfu, Tsinanfu, and Chengtu.

At Lanchowfu, in February and March, 1918 the exhibitions were in charge of Mr. G. F. Andrew and went on for a week. He managed to enlist the full support of the local officials headed by the Governor, the latter subscribing \$100 towards expenses and allowing Mr. Andrew the use of the large new Anhui Guild Hall. Special shows were given to officials and also to the soldiers and the police who attended in large numbers. After defraying all expenses a sum of about \$1,000 was available for distribution amongst the Allied Red Cross Societies and the War Information Committee.

The Tsinanfu exhibitions, for which a complete outfit including a motor generator set was taken from Shanghai, were equally successful and the following extracts from a report appearing in the Shanghai newspapers after the conclusion of the series serve to show the value of the Committee's work.

The exhibition of the British War Films in Tsinanfu during the past fortnight has given the opportunity to all classes of the Chinese community to learn valuable lessons with regard to the war that could have been learned in no other way. The films themselves are beyond praise each one giving special instruction to foreigners as well as Chinese, and helping to bring home what men and women are doing in preparation for war in the arsenals and workshops as well as what our sailors, soldiers and airmen are doing and suffering on active service.

The film showing the Chinese Labourers in France had already been shewn some months ago in Tsinanfu to several thousand people, but it was welcomed again with enthusiasm, and has done a great work in finally dissipating the idea that these labourers were compelled to become soldiers and fight. The scenes depicting the entry of General Allenby into Jerusalem were most impressive. The entering the city on foot, the reading of the proclamation assuring protection to all religions and respect to all

CINEMA TOURS

sacred places, the reception of representatives of all the different churches, the manifest confidence in British and Indian soldiers shewn by crowds of all classes of people taught many lessons which were of the utmost value. On several occasions there were numbers of Mohammedans in the audience and the opportunity was taken by the lecturer to emphasise that under the British authorities Mohammedans have equal treatment with all others, and are fully protected, that their mosques are held in respect and that Mohammedan soldiers in great numbers are loyally fighting on the side of the allies

.....

In all twenty-nine exhibitions were given to leading officials, heads of schools and colleges, journalists, members of the Chamber of Commerce and other leading merchants, students of the various government schools and colleges, officers and men of the local garrison, wives of officials and students of girls schools. The total attendance amounted to over thirteen thousand. In addition to these, four exhibitions were given in the Foreign Settlement with total attendances of over five hundred.

.....

It is universally felt that the exhibition of these films has been of great value in enlightening the people as to the true purpose and conduct of the war. It is to be hoped that some, if not all of these films may be retained in China for lecture purposes even after their immediate object is no longer necessary. Such films can be frequently used for lecture work with great advantage.

Tours. In April 1918 a staff of Chinese operators with an outfit and films were despatched for a tour in West China but were unable to proceed beyond Ichang owing to the disturbances. Returning to Hankow the staff was taken in charge by the local Committee for work in Central China, eleven places being visited in turn.

In May 1918 an extensive tour was conducted in Manchuria and 39 exhibitions were given in the eight places visited and over 20,000 people saw the films. As publicity work the tour was considered very satisfactory.

In October 1918 Mr. A. Stewart the foreign engineer with his staff, outfit and films left for a prolonged tour in Szechwan but owing to the closing down of The Ministry of Information on the 31st. December the tour had to be curtailed and exhibitions have consequently only been held at Chungking, Tzeliutsing, Tzechow and Chengtu. The full report of the tour has not yet been received but information already come to hand indicates that the films have been greatly appreciated by large audiences, about 60,000

RESULTS

people in Szechwan having seen them. The out fit has now been sold by H. M. Consul-General to the Union University at Chengtu thus relieving the Committee of the heavy expense of its transport back to Shanghai.

Red Cross Exhibitions. Special exhibitions on behalf of the British and American Red Cross have been given at Shanghai, Nanking, Foochow, Amoy, Hongkong, Peking, Harbin. The Shanghai 'Our Day' Exhibition realised over \$900,00 but there are no reports or returns available from the agents in other places who received the films on loan and bore all expenses.

General

To sum up, the Committee while fully realising that in three or four places the exhibitions were not entirely satisfactory owing to troubles with the cinema outfit—difficulties against which it was not always possible to guard—yet feel they can confidently point to the statistics quoted above to prove that the campaign has to a very high degree been of great advantage to British interests in China.

The final figures are as follows :

Places visited	51
Number of Exhibitions	593
People who saw the films	373,537

Thus from a propaganda point of view the result has been excellent, although, as might have been expected, in a few places very little interest was shewn.

From a financial point of view the result has been especially gratifying. The Committee take pride in placing it on record that the whole campaign has been conducted by them without any cost whatever to H. M. Government since the arrival of the films in Shanghai and in fact when the final account is completed by the return of their engineer from Szechwan it is expected that there will be a handsome balance which the Committee are recommending should be handed over to the British Red Cross. The Committee, it should be stated, have throughout their campaign announced that eventual profits would be treated in this way.

GENERAL

LECTURERS

Early in the year the suggestion was made by the Ministry of Information that the Committee should consider the question of engaging and training Chinese to lecture in different parts of China. With the help of Mr. G. A. Fitch, one of the secretaries to the Y. M. C. A. in Shanghai, a considered scheme was laid before H. M. Minister at Peking accompanied by an expression of opinion from the Committee that, although they did not consider the result likely to be obtained would justify the large expenditure involved, they were prepared with the assistance of the Y. M. C. A. throughout China to give the scheme a trial provided they had the full approval of H. M. Minister. Sir John Jordan concurred in this opinion and reported accordingly to the Foreign Office.

During the months of October, November and December a series of lectures on the war were delivered at the Y. M. C. A. Building and at the Educational Society's Hall at Sianfu, Shensi. Mr. E. F. Borst-Smith, local Secretary of the Y. M. C. A., reported good attendances at all of these lectures.

ESSAYS

In connection with the Ch'eng Pao a competition was arranged for Essays upon the subject 'The Causes of the War' and advertised in No. 43 Ch'eng Pao. The announcement brought essays from 45 competitors representing fourteen provinces. A translation into English of the essay which gained the first prize will be found in the bound volume of "Chen Hua" which accompanies this report. (No. 12 page 21).

COMPLETE CH'ENG PAO

As the two sections Ch'eng Pao was felt to be rather too expensive an undertaking to be continued permanently, it has been suggested that a paper embodying both pictures and reading matter would be equally effective and less expensive. Specimen copies of such a paper were prepared and circulated round China for approval. The idea received very general support

VICTORY CELEBRATIONS

especially from the Hongkong Committee and was approved by the Ministry of Information. The conclusion of the armistice, however, prevented any progress being made with the scheme, but it is hoped that it may be possible in the near future to commence a paper of this sort run on a commercial basis after the last of the pictures to arrive from London have been distributed.

COMMITTEE MEETINGS

During the year there were no less than 54 meetings of the Committee, of which 40 were held by the Executive Committee.

Correspondence. Over four thousand letters and telegrams were dealt with by the Executive Committee in 1918.

VICTORY CELEBRATIONS

Even after the armistice the influence of the Committee was still visible and in the Victory Celebrations they took their share, Mr. Phillips being Vice-Chairman of the Victory Celebrations Committee and together with Mr. Leslie being a member of the Publicity Committee of the same. It was largely owing to the enterprise of the British-American Tobacco Company that the publicity campaign was so successful. Glorious weather prevailed throughout the three days, namely November 21st, 22nd and 23rd and huge crowds thronged the streets. The significance of the enemy's downfall must have been fully brought home to them.

The following is a summary of this special publicity work:—

All Newspapers, Chinese and Foreign, for a week preceding the celebrations had full and half page announcements of the plans, with articles and notes, amongst the reading matter, on the war, the victory etc.

The Daily Bulletins issued by the War Information Committee had notes on the celebrations and urging the Chinese to cooperate.

10,000 large Posters with a few bold characters in red and black were posted all over the Settlements and Native city of Shanghai whilst every tramcar displayed on the outside one or more special posters advertising the Victory.

250,000 Coloured Handbills were distributed throughout Shanghai and district.

EDITOR'S REPORT ON CH'ENG PAO, 1918

The year opened inauspiciously for the Allied armies in France. Russia had concluded an ignominious peace and though America had declared war her great strength was not yet available in the field.

The situation in Europe reacted on the influence of propaganda work in China. One young Chinese wrote from Mukden:

"No one here believes anything he reads in the Ch'eng Pao, we know that it is an organ of the British Government and so gives only a onesided statement of the case."

This was perhaps the attitude of the majority of our readers. Germany was winning hands-down and we were stoutly asserting that the final victory must be with the Allies. The Chinese are themselves experts in the arts of camouflage and many of them thought we could give them points in the art of making the thing that is not seem to be thing that is.

The pictorial sheets printed in London had also, to some extent, lost their appeal. At first the beautiful pictures were eagerly sought after but as the war dragged on and sheet after sheet came to hand they began to pall on the recipients. It was guns and more guns, battleships and more battleships, prisoners and more prisoners; there was a monotony about it which had a wearying effect.

From all these causes the influence of the Ch'eng Pao in the early days of 1918 was at a lower ebb than it had been since its commencement.

CRITICISM

The committee sought advice from all those interested in the distribution of its literature and invited criticisms on the conduct of the paper and its work generally. The result was as might have been expected. I suppose if *The Times* or the *Spectator* were to invite the criticisms of all and sundry they would have a similiar response. Many men have many minds and unanimity of opinion as to how a newspaper should be run is in the last degree improbable.

One gentleman in the Consular service said he thought the chief value of the paper was in its utility for wrapping up parcels. Well, every newspaper in the world finds its last stage of usefulness in the same humble capacity. The editor found nothing to be discouraged at in this. On the contrary he was reminded of the early days of

EDITOR'S REPORT

missions in China when every globe trotter was entertained with stories of New Testaments distributed gratis by the missionaries being made into the soles of shoes by the thrifty Chinese. To his certain knowledge the distribution of Christian literature has had no small share in building up the Chinese Church and that institution is rapidly becoming in China what the early church was in the days of Constantine—the only stable edifice in a disintegrating empire.

CAMOUFLAGE One suggestion was pressed upon the Committee at this time with considerable force. It was that as the Chinese found a paper which dealt only with the European war somewhat dry reading, it would be well to have articles on Commerce, Science, Education, Discovery etc. in the journal and so make an interesting paper with only occasional and camouflaged reference to the war.

There is a good deal to be said in favour of this idea. A Chinese views the war from a more remote standpoint than we ourselves. He is no more interested in it than we are in, say, the contest between the North and South in China, and naturally tires of reading about titanic struggles for the possession of places of which he has no knowledge, or the value of principles beyond his comprehension.

Admitting the value of the method of indirect attack the Editor was never able to adopt it for the following reasons:—

(1) He has a full share of what Dr. A. H. Smith calls the Briton's "instinct for rectilinearity." When he has been beguiled into reading a paragraph in a newspaper that began like a thrilling short story and ended as an advertisement for somebody's pills he has irrevocably resolved that he will die of every disease there is rather than swallow one of the wretched things. He feared that his readers might react similarly to an article that began by propounding a plan for breeding large silkworms and ended with a description of the destructive powers of the French 75s.

Nevertheless when scientific facts which had a direct bearing on the war emerged he was not averse to writing what he thought would appeal to the imagination of his readers. As in an article on the German long range gun the possibility of cities being destroyed by guns hundreds of miles away was pointed out; showing also, incidentally that everyone had an interest in the League of Nations which is to abolish war, for the next war may be brought home in an unpleasant manner to everybody. Another article dealt with the part played by horses in war. The intelligence of the army horse was emphasised, the work of the Blue Cross explained and a translation of "A Horse's Prayer," a document issued by the Society for the Prevention of Cruelty to Animals, made. Still another article dealt with the prevalence of lice in the trenches and their malign propensity to propagate disease. Almost every issue of the paper contained lighter articles of this nature but all had a bearing of some kind on the war.

CRITICISMS OF CH'ENG PAO

(2) The editor does not believe that any amount of camouflage would disguise that the Ch'eng Pao is a paper issued in the interests of, and to set forth the part played by Great Britain in the war. He therefore believes it best for the paper to appear frankly to be what it really is and feels certain that in the long run this attitude makes the strongest impression on Chinese readers.

(3) The paper appears only once a fortnight and, during the fighting, so many events of world wide importance occurred almost daily that the Editor felt he would be far from doing his duty if he did not call attention to these and strive to indicate to his readers what their significance was, and how their consequences were bound to affect China in days to come. The Editor admits that he is possibly mistaken but he is still convinced that the policy followed was the best one.

The North China Daily News of December 12th. published a letter which appeared in the London *Times* from its China correspondent. In the letter he commented on the fact that the majority of Chinese are still pro-German and declared that "for all the effect it had the money spent on propaganda work in China might just as well be flung into the sea."

Now, the China correspondent of *The Times* is, presumably, an intelligent man conversant with China and the Chinese, so his opinion is entitled to some deference. One notes, though, a few lines further on in the same letter that this correspondent says "Chinese do not distinguish between English, French and Germans; all alike are foreigners to them." Now, this statement could not be made by any man who knew anything of the Chinese. There probably are Chinese in China—for China is a big country—who do not distinguish between British, French and Germans etc. but such Chinese would be hard to find. The average Chinese knows just as much about English, French and Germans as the average Briton knows about Chinese, Koreans and Siamese. To say anything else is to misrepresent facts.

It might have occurred to *The Times* China correspondent to ask himself why the Chinese are pro-German. If I were his employer I would put that question to him and if he were unable to explain why, since all China's interests are bound up with the Allied cause, the Chinese should yet remain obstinately pro-German I would cancel his agreement and find another correspondent for the paper. Though, indeed, if ability to answer this question were made the test for those seeking the appointment competitors would not be numerous.

OTHER CRITICISMS Having stated the pungent criticisms of those incapable of reading the Ch'eng Pao I may now be permitted to give the opinions of some who can.

EDITOR'S REPORT

First I would call attention to the fact that when we offered prizes of \$25, \$15 and \$10 for the three best essays on "The Causes of the World War" we received in reply 45 essays from fifteen Provinces. Quite evidently the Ch'eng Pao reaches a wide audience.

The winning essay was written by a son of ex-Grand Councillor Sir Chu Hung-chi who was a member of the Hanlin Academy, the most distinguished literary honour possible for a Chinese scholar to obtain. The son has twice carried off his college prize for Chinese scholarship and so seems to have inherited his father's literary ability.

He divided his essay into five heads and found the causes of the world war deep in the Political, Racial, Commercial, Religious and Educational divergences of the people of Europe. I translated the paper into English and it appeared in the Chen-hwa, the English paper issued by the Information Committee, for November 1918. Those who read it were astonished at the intimate knowledge of European affairs shown by a Chinese student, and competent judges declared that the essay would not have disgraced a graduate of an English University.

The essay which won the second prize was equally remarkable. It was written by a girl student, and while asserting that there were many subsidiary causes of the war insisted that there was but one real cause—the writings of German philosophers.

To support this thesis Miss Pao quoted copiously from the writings of Treitschke, Bernhardi and other German publicists.

On enquiring how this girl gained her knowledge of German writers we learned that her brother had been a student in Japan; that he had taught his sister Japanese and that she had read these writers in a Japanese translation.

All the essays were good and the Committee was gratified to know that amongst the 175,000 readers of the Ch'eng Pao there were no small number of young, intelligent Chinese scholars.

A Chinese Tariff Revision Committee was sitting in Shanghai for the greater part of 1918. The Chairman of the commission happened to be an old school fellow of the secretary of the Chinese Tract Society, Mr. Chai-Lien-fu. Mr. Chai invited me to meet his friend at dinner. I was introduced as the Editor of the Ch'eng Pao. The guest of the evening greeted me cordially and said "Do you know I have every number of your paper in file in my office in Peking and have been regretting that I would miss it in Shanghai. Will you send me a copy to my office here"? I promised to do so but thinking the request was mere oriental courtesy promptly forgot all about it. In less than a week I had a letter reminding me of my promise and asking me to be good as to send two copies as there were quite a number of people in the office and they would all like to see the paper.

APPROVAL OF CH'ENG PAO

Everyone knows that Chinese troops are a menace to any district they pass through or to any city near which they may be encamped. The 16th. Brigade commanded by General Feng Yu-hsiang is a notable exception to this evil rule. General Feng is a Christian. He holds services with his troops and has Y. M. C. A. physical instructors to train his men. Being ordered to fight against the South, General Feng refused and asked to be sent to Europe to fight the Germans instead. When he is moved from one camp to another frantic telegrams are sent to Peking begging that he be allowed to stay as his troops are a sure defence against robbers, and their removal would be a calamity. The following letter is from Feng's Brigade asking to be supplied with copies of the Ch'eng Pao:

Headquarters, 16th Mixed Infantry Brigade,
Changteh, Hunan, July 25th, 1918.

I am favoured by the receipt of your valuable paper. On reading it one is impressed with the expansiveness of the articles which never fail to impress the readers. The facts stated are comprehensive and the comments thereon being stern and vigorous are of great advantage to military readers.

Our country has now decided to participate in the military operations of the allies. The details of the European war should therefore be known to us, but in the case of my own command, the units are scattered on guard duty at intervals of 100, 70 or 35 li so that it is difficult for them to pick up reliable information.

Unworthy though I am I beg that you will send me 300 copies of each issue for the information of the men under my command. I shall be deeply favoured if you will do this.

I present my respects to the editor, and remain, etc.

Letters from less conspicuous people are numerous; the difficulty is in making a selection. Here is one from a Chinese Pastor in Shanghai:

Dear Sir,

I have been reading the Ch'eng Pao and find the articles true and convincing, the news abundant and detailed. The reading gives me the greatest pleasure. Not only is the news sheet valuable for enlightening my ignorance, the pictures enlarge one's outlook. I beg you to send me one copy of each issue for which I tender in advance my hearty thanks.

Yours etc.,

Tang Yui Wei.

Another lying on my desk has not yet been replied to. The writer, evidently a military official, says:

"I used to get the Ch'eng Pao but having been moved to the west of the Province of Hupeh the paper now does not reach me. I have tried to secure copies at some of the Mission stations here but can only get a copy now and then. I enclose \$1 to cover cost of the paper for six months. Kindly forward each issue beginning with No. 52. I regret that while I have the paper which

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contains the 1st. and 4th. prize essays the numbers containing essays 2 and 3 have not come to hand. Will you please send me these and also any pamphlets you may have issued, charging postage to my account."

Also a reader in Mukden, the capital of Manchuria, whose letter has just come to hand says:

"The issues of your honourable paper for the second half of October and the first half of November have not reached me. Could you find out whether these have been lost in the post etc."

There are scores of letters of this kind; there are also numerous references to the value of the Ch'eng Pao to be found in the letters of up-country correspondents to the newspapers. One that my eye happened to light on a few days ago is from a correspondent from Szechuan. He says:

"British war propaganda has done a great deal to offset the bias of the people hereabout but there is room for a great deal of real and true pioneering work for the Allied cause up here in the "tall uncut."

The editor feels that he may appeal with confidence from the criticisms of illiterate (as far as the Chinese language is concerned) foreigners to these letters from scholarly Chinese to show that the work done by the Ch'eng Pao has been of great value to the cause of Britain in China. As has been said the testimony might be multiplied but it may be more profitable to turn for a moment to a discussion of the question mooted above. Why, in spite of all our propaganda, do the Chinese still remain pro-German?

THE PRO-GERMAN CHINESE I reply, for the reason that the causes of Chinese pro-Germanism are not such as could be removed by any propaganda of any kind.

The Ch'eng Pao aimed at enlightening the educated Chinese as to the causes of the European war and the righteousness of the war aims of Great Britain. We claim that the Ch'eng Pao has absolutely accomplished the purpose for which it was commenced. The Chinese are not pro-German in the sense that they think Germany was justified in declaring war in 1914.

Every Chinese paper I have seen admits (1) that Germany plotted and planned to spring this war on an unprepared world, (2) that she violated the law of nations in invading Belgium, (3) that she conducted the war with unexampled barbarity and that the sinking of the Lusitania, the murder of Nurse Cavell and the burning of Louvain are crimes almost without parallel in the world's history. (4) that Germany's military rulers were a menace not to Europe alone but to the whole world and, finally (5) that the triumph of democracy on the battle-fields of France ensures its triumph in the cities of China.

If these convictions have been borne in on the minds of Chinese thinkers by their ceaseless advocacy for two and a half years by us and if the Ch'eng Pao has in any way

FUTURE OF CH'ENG PAO

contributed to their acceptance then it has abundantly justified its existence and the editor feels that the time and labour expended have been well repaid.

In what sense then are the Chinese pro-German and what is the cause of their pro-Germanism? The Chinese are pro-German in the same sense and for the same reason as they are anti-foreign. The complete victory of the Entente Powers leaves China face to face with a united and powerful league of nations which has already indicated that it intends to take a strong line against the waste and misgovernment that have prevailed in China since the inauguration of the Republic. Chinese suspicion that the Allies mean to bring pressure to bear on them has been confirmed by the note presented by the Ministers of the five Entente Powers which calls on the Chinese Government to set its house in order with as little delay as possible. China has always hitherto been able to play one nation off against another in a diplomatic contest; now a kind of Frankenstein monster seems rising on the western front and China in consequence is pro-German.

THE FUTURE

This is the last report the Editor will write. The war is over: the illustrated Ch'eng Pao is no longer being printed and when the numbers now en route have been distributed the Ch'eng Pao will cease to exist. The question whether some paper bearing the same title but advocating commercial instead of Imperial interests should be developed is being discussed. There are several points which ought to be considered in this connection.

(1) Newspapers published in English are being read by an increasing number of Chinese and very greatly influence an influential class of readers. Articles relating to China are frequently translated from these papers into the native press; without a special Chinese Journal, then, British thought finds expression in the Chinese Press.

(2) Reuter's telegraphic service is widely used in the Chinese Press and may be thought adequate to instruct and influence Chinese readers in matters relating to Great Britain.

The Editor notes that much more space is now given to Reuter's messages and to the American wireless service than was given a year or two years ago. But Reuter is very disappointing in that his messages even when correctly translated leave much to be desired. Half of what he sends is of no interest to Chinese readers and might be omitted; the other half needs to be expanded. For instance, Reuter tells us that the American, French, British and Belgian armies are to hold the Bridgeheads on the Rhine till the terms of peace are accepted. The bald fact is stated. Intelligent foreign readers, for whom the telegrams are prepared, know what is implied in the statement. The Chinese do not. For their benefit the news needs to be expanded and they should be told that the Rhine was the ancient and is still the real frontier of Germany. That four powerful

EDITOR'S REPORT

armies holding the bridge-heads are four spearpoints poised against the heart of Germany, and therefore four cogent reasons why Germany must accept whatever terms the Allies choose to dictate and four immovable obstacles in the way of the military party in Germany renewing the war after a breathing space as so many Chinese believe they will.

Again, Reuter tells us that Lloyd George has won the elections and that means that his war policy is endorsed by the British people. Later we learn that President Wilson has lost the election in the States but that does not mean that his war policy has been condemned by the American people. Reuter does not tell the Chinese reader why and he certainly cannot find out for himself. This is the tantalising thing about Reuter's service; it does so much yet leaves so much undone.

(3) It has been suggested that articles might be prepared for insertion in the Chinese press and that through the native newspapers an active propaganda could be carried on. I believe the Americans have organised a Press Bureau in Shanghai for this kind of work under an experienced Journalist and that they are having considerable success in securing space in the Chinese press for their articles. The Hongkong War Information Committee are making good use of the local Press and are securing excellent results. There is no doubt that this is a valuable agency and capable of great development.

It has one very obvious drawback. You are always dependent on the goodwill of the Chinese Editor to get your articles published. He publishes what appeals to him and rejects articles which are, possibly, to your mind of much greater importance than those he publishes. Should one of the periodic anti-British or anti-foreign tides of feeling sweep over the country we might find that just at the time when our propaganda was most needed the facilities for propaganda were denied to us.

CONTINUANCE OF CH'ENG PAO These considerations lead to the conclusion that though the war is ended the continuance of the Ch'eng Pao in some form is desirable. Nevertheless it would be very much better to let the paper die than to continue it in an unworthy form. Nothing but the best is good enough for our Empire. If we cannot get that then, in my opinion we ought to be content with the success achieved in a time of strain and stress and not drag on an inglorious existence in the less strenuous days of peace.

JOHN DARROCH

THE VALUE OF PROPAGANDA

During the year the Committee, as in 1917, have received many letters from various parts of China in appreciation of their work while laudatory comments in the public press from time to time have not been lacking. Perhaps the most satisfactory evidence to the value of the Committee's work is shown by the fears expressed since the armistice was arranged lest all propaganda effort in China should suddenly cease. Of these tributes the most interesting are the following:—

1. Mr. W. E. Hind's letter to 'The Times' of November 20, 1918.
2. The N. C. Daily News, of Jan. 14, 1919. Leading article.
3. The N. C. Daily News of Jan. 14, 1919. 'From our own Correspondent, Kaifeng, Honan.'
4. The N. C. Daily News of Jan. 25, 1919. Leading article.

Copies of these articles are subjoined. If they tend to silence, as they should do, uninformed criticism their publication in this volume may do good.

From The Times, London, November 20, 1918

Sir,

There have been discussions in Parliament lately as to the importance or otherwise of propaganda work, and in this connexion it may be of interest to present the views of one particularly well qualified to judge as to the merits of this special form of disseminating information in the Chinese Empire. The Bishop of Fukien (Rev. John Hind, M. A.), who has spent 16 years in that district, before his return to China on the 12th. inst. expressed himself very emphatically on the subject of British propaganda, which he characterized as "a very wonderful and excellent piece of work." The Germans, he says, were first in the field, with the result that by the end of 1916 China was largely pro-German; when, however, the excellence of our activities began to tell, a marked change in public opinion was noticeable, enemy propaganda was pushed aside, and now it may be said that the

PROPAGANDA IN CHINA

Chinese are as a nation pro-Ally. The newspapers, and the letterpress of those illustrated, have been printed in an elegant style of Chinese, and have made a powerful appeal to the literati of the country, and having been circulated in such enormous quantities it may be said that British propaganda has reached the remotest parts of China. These efforts have appealed to the reason and intelligence of the people, and have won them over by transparent honesty of purpose, supported by well-reasoned arguments and a presentation of facts bearing the stamp of reliability.

The effects of this valuable work will be felt for years, and indirectly will contribute largely to a better understanding between the nations, providing for our commerce a wider channel and an easier entrance. Surely when such results have been accomplished, is it not reasonable to hope that the energy, foresight and judgment displayed by those responsible for this important work will be utilised in the direction of still further establishing our position in this great Empire of the Far East.

Yours truly,

W. E. HIND.

From The North-China Daily News, Shanghai, January 14, 1919

PROPAGANDA WORK IN CHINA

Attention may be called to the latter part of our Kaifeng correspondent's letter to-day in which he pays a glowing and deserved tribute to the good influence of the "*Cheng Pao*" in Honan. From being decidedly pro-German, our correspondent finds that the educated and official classes of Kaifeng have learnt to take a new and more accurate view of the war and of the Allies' cause, a reflex of which may be found in the recent victory celebrations in that city; and this change our correspondent attributes almost wholly to the "*Cheng Pao*." First the Chinese were attracted by its illustrations, then by its simple and telling presentation of facts, which only needed to be read in order to carry conviction. What our Kaifeng correspondent says might be duplicated in many other centres. All the more is it to be hoped that this most useful organ will be continued. With this we would also put in a word for the "movies." If there are no more war

THE VALUE OF PROPAGANDA

pictures, industrial scenes might be displayed and be found of the greatest value and interest, as was proved by a recent American exhibition in Shanghai. The Chinese appetite for such pabulum being now aroused, it would be a very great pity not to take advantage of it in order to spread a knowledge of things British in this country.

The word propaganda has, it must be confessed, something of an obnoxious sound in British ears. Indeed the existence of such a thing was hardly recognized in Britain until we woke up to the extensive and malign use that Germany was and had for years been making of it. Hence, perhaps, why it is that to many people propaganda suggests rather the spreading of views than news. From criticism of that kind the "*Cheng Pao*" was conspicuously free, and hence its special value. The old theory that the best recommendation of British goods is their own excellence and the energy of their sellers has broken down under the test of what can actually be done, by fair and judicious advertising. Certainly in quality British goods need fear no comparison with others; nor can we bring ourselves to believe that British merchants and manufacturers are quite so lacking in resource and initiative as their detractors would try to persuade us. But there can be no question that a well run paper like the "*Cheng Pao*" would do invaluable work in preparing the way before the agents of British firms in fields of which they have not so much as touched the fringe: and there is also no doubt that if we neglect such means of developing British trade in China, other nations will not. The ordinary British papers in China cannot give that prominence to purely commercial and industrial subjects which is required. They cannot afford either the space or the staff. A special organ is necessary and it would have to be subsidized, although its advertisement revenue would certainly reduce the subsidy to a very moderate sum. In any case, outlay in such a direction would be amply repaid.

From Our Own (N. C. Daily News) Correspondent, Kaifeng, Jan. 6.

THE "CH'ENG PAO'S" GOOD WORK

Naturally in these days the main theme of our conversation with these officials, as we mix with them, is the great victory of the Allies, and I

INFLUENCE OF CH'ENG PAO

have been struck with the very clear grasp they seem to have of the principles that were at stake, and the new era of hope that the victory has ushered in. It is true their expectations for the clearing up of China's problems at the Peace Conference are both selfish and in some points unreasonable, and will be doomed to partial disappointment no doubt; but these over-expectations are not to be wondered at, and behind all we find the moving principle to be a love of their country, which of course is most laudable, and which we have usually felt was lacking in the Chinese.

In trying to find what their sources of information have been, that have so enlightened them as to the war situation, and given them such sane views as to democracy, for instance, I have been surprised and delighted to see what a power the "*Ch'eng Pao*" (Truth) of the British War Information Committee has been. All the officials and leaders of this city receive it and highly appreciate it.

When it was first sent out the feeling here was certainly not pro-Ally. But one saw the gradual change of mental attitude, until now England and France and America are lauded to the skies. I believe the "*Ch'eng Pao*" is mainly responsible for this change, which makes one wonder whether the "armchair" critics, who have been making such a stir against the "*Ch'eng Pao*" in England, really know anything of the paper at all. At first the illustrations of the paper were the attraction, and were it not for these the paper in those early days would not have been glanced at a second time, not that the matter and style were not good, but because the majority of its present readers were not then in sympathy with the views advocated. But now the paper is in demand for its reading matter as well as for its splendid illustrations.

IT MUST KEEP GOING

The fear has been expressed that now the war has ended publication will cease. It would be a thousand pities if this happened, for as a factor in British trade propaganda in China—especially in the interior—nothing could better it, with conditions as they are at present.

THE VALUE OF PROPAGANDA

As a civilizing agency, and also for its indirect influence in creating a soil favourable for Christian propaganda, every missionary ought to push its circulation to the utmost, and be directly interested in its welfare.

On this point one might mention an article in the issue of November 28, by a Hanlin scholar, called "Democracy Allied to Christianity." It is a long time since I read anything on that topic that so powerfully appealed to me, and I know that article is being carefully pondered by several Chinese scholars. If the Tract Societies were awake to an opportunity, they would reprint that article in tract form, and scatter it broadcast in China now when people are ripe for that particular message.

As to the language of the "*Ch'eng Pao*," which has been criticized as not being classical enough, I have never heard this complaint from a single Chinese. Nowadays educated Chinese have no use for high Wenli except for quotations, and official documents, and honorific addresses.

The new mandarin with a classical flavour—or, as some would prefer to speak of it, new classical with a mandarin flavour—brought into being by this newspaper era, has caught hold of the educated classes in a remarkable way, and it is this language which is rapidly coming into use as both the spoken and written language of the middle and upper classes.

The language of the "*Ch'eng Pao*" is fully up to date, and for its purpose could not be improved.

From The North-China Daily News, Shanghai, January 25, 1919.

PROPAGANDA IN CHINA

Many of our readers, and they were not confined to Britons, were sorry to hear that the British War Information Committee is to cease its operations in China. This question is of sufficient importance to warrant a review of the situation which demanded the creation of a British information bureau on war matters. At the beginning of the war no organization existed in China to present the truth to the Chinese. Not one of the Allied nations, excepting perhaps Japan, was equipped with the means of bringing into the minds of the people of this country the reasons

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which had forced Great Britain, France and Russia to take up arms to meet German aggression. On the other hand, the Germans were ready. The German news service, edited by the notorious Dr. Fink, who had been sent to China specially by the German Government for the widespread dissemination of the kind of news which Germany wished the world to absorb, had supplied the papers of the Far East at such an extremely low rate of subscription that could not possibly cover even a small portion of its expenses. This "fiction factory" issued a German weekly and a Chinese weekly; the Germans also published a daily in Tientsin in their own language, they controlled a daily, printed in English, in Hankow and owned by a German; and immediately before the war broke out they started in Peking a notorious journal which exercised a remarkable influence over the Chinese press there through that active agent, Dr. Krieger. The cost of all this, which probably touched merely the fringe of their propaganda activities, must have been stupendous. We have no space to refer in detail to other subsidiary, but exceedingly important, methods by which the enemy hoped to influence the Chinese and instil into the rising generation of this country a proper respect for German world power and German Kultur. And it must be admitted that to some extent they succeeded. In the early days of the war, considerable apprehension was felt by all Allies who know the power of the Press concerning the opinion of the Chinese people on the progress of the war. The influencing of public opinion, especially in wartime, is highly important; the dissemination of the truth, however, is vital. And because this was recognized the British inaugurated their propaganda through the War Information Committee. It was not until then that the Chinese were truthfully informed as to the actual situation in Europe. The Committee's task was admittedly a hard one. To uproot settled convictions, although those convictions were the outcome of and formed upon false information, took a very long time. But it was achieved to such an extent that at the commencement of 1918 the literature of the Committee was sought after even in cities situated in the far interior. So that to people who know the value of the good opinion of the Chinese, and who recognize the need of circulating truthful reports of international affairs, it came

ATTITUDE TOWARDS PROPAGANDA

somewhat as a shock that the British Government had decided to curtail the useful activities of a body upon whose efforts largely relies the future goodwill of the people among whom we live and trade.

We are unhesitatingly of the opinion, therefore, that this work should go on. As political propaganda in war-time is essential to the maintenance of goodwill between ourselves and Chinese, so commercial propaganda is equally important in times of peace. In war-time we have recorded British courage, British ideals of international right and justice—which in general principles are magnificently endorsed by every one of our Allies to-day. Why then, in peace-time, should we not continue this system of educating the Chinese in the outstanding characteristics of the British people as the tried and trusted pioneer traders of the world? We must not forget, and no nation in the world can deny the truth of the statement, that to the British belongs the credit of effectively opening up China to world trade. To the British many years ago have been attached both the discredit that, somehow or other, always manages to attach itself to pioneers, and the animosity, happily now forgotten, that benefactors invariably arouse when they adopt even the most necessary strong measures with those whom, it may be with no ulterior altruistic purpose, they seek to benefit. Then, take trade. The growth of China's trade has by no means been a romance. Sanguine expectations expressed when treaties first regulated intercourse with China, a cycle back, have never been realized. Important and international commerce has been developed, it is true; in fact, it may be said that the old order of things has almost passed away, and we are starting a new and much more hopeful era. But no one should forget that this happy condition of China's trade to-day is due to nothing more than to the extremely hard work which the British nation and individual British pioneer enterprises achieved in China against the greatest disabilities. In China Great Britain has borne the brunt of the conflict, as she has in this war, and it is not fair that now, when the time has arrived for the adoption of a definitely aggressive policy in commercial development in China, we should allow ourselves to stand by for others to reap the fair fruits of our labours.

VALUE TO BRITISH TRADE

To allow anything to assail the British political or commercial situation in China to-day, when she needs as never before the practical working out in her national life of the principles for which Britain stands, would be a national sin. We all know the Chinese disposition to respect the person whose "face" is good, and often whose voice is loud. This may not be our British way; it distinctly is not so, and there are nations to-day who understand us and who respect us for our reserve. But we must respect the wishes and idiosyncrasies of the Chinese, much as we dislike the idea of self-advertisement. We are merely advocating what other nations are doing. Japanese propaganda, as everyone knows, cannot be estimated; their organization is far-reaching and extends deeper into the daily life of the Chinese than any similar organization could hope to; no nation has such a large interest in or is in such close association with the vernacular Press. American interests in China have formed a news agency, and great efforts are being put forward to educate the Chinese into America's commercial and industrial development. The work of the British Propaganda Committee is also a national asset. It should be viewed as such, and the British Government should act accordingly. If it lapses, British throughout China will regret it, and British interests will suffer.

ACKNOWLEDGEMENTS

Before concluding this report the Chairman desires to acknowledge the great assistance which the Committee has received from many of H. M. Consuls in China, British firms in Shanghai and outports, members of Missionary Societies, etc. Whilst it is impossible to mention all who have taken part in the work particular mention should be made of the following:

Rev. John Darroch, Litt.D., who has voluntarily edited the Ch'eng Pao since its inception two and a half years ago and who continued to edit the Ch'eng Pao and the other Chinese publications of the Committee throughout the year covered by this report. It is no exaggeration to say that without his valued co-operation it would have been difficult to carry on.

H. G. Gardner, Esquire, Manager of the Hongkong and Shanghai Banking Corporation, Hankow, and Chairman of the Hankow Committee, who took a very large share in arranging for the distribution of literature and for Cinema tours in Central China.

S. B. C. Ross, Esquire, Postmaster-General, Hongkong, who, in addition to arranging for the distribution of literature in the Colony and in South China, undertook to mail packets made up in Shanghai to steam-served places in China free of expense to the Committee.

W. W. England, Esquire, of the British-American Tobacco Company, who, in addition to taking a very active part in the work of the Committee, arranged with his Company for the fullest possible co-operation in handling large quantities of publications. In this connection it should be stated that the support rendered by the British-American Tobacco Company to the Committee has been from the very outset of the most generous nature.

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ACKNOWLEDGEMENTS

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And finally but not least Mr. T. Leslie, Publisher and Secretary to the Committee, who has done excellent work throughout the three years—1916—18 in building up the organization both of the War Information Committee and of the War Films Committee. It is also largely due to his energy and business capacity that such gratifying results have been achieved.

H. PHILLIPS,
*H. M. Consul, and Chairman,
British War Information Committee for China.*

*Shanghai,
March 31, 1919.*